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## CULTURAL AND HISTORIC RESOURCES

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### GOALS

Recognize, preserve and rehabilitate historical or significant buildings, districts, landscaping, archeological and paleontological sites and urban environments.

### EXISTING CONDITIONS

San Ysidro's history involves a tale of two countries, the United States and Mexico, the founding and demise of an agrarian utopian settlement and the evolution of an exclusive farming village into the multi-cultural busiest border crossing in the world. The community's built environment reflects this rich and varied heritage, as styles which run the gamut from Craftsman to Art Deco are in evidence throughout the community.



El Toreador Motel

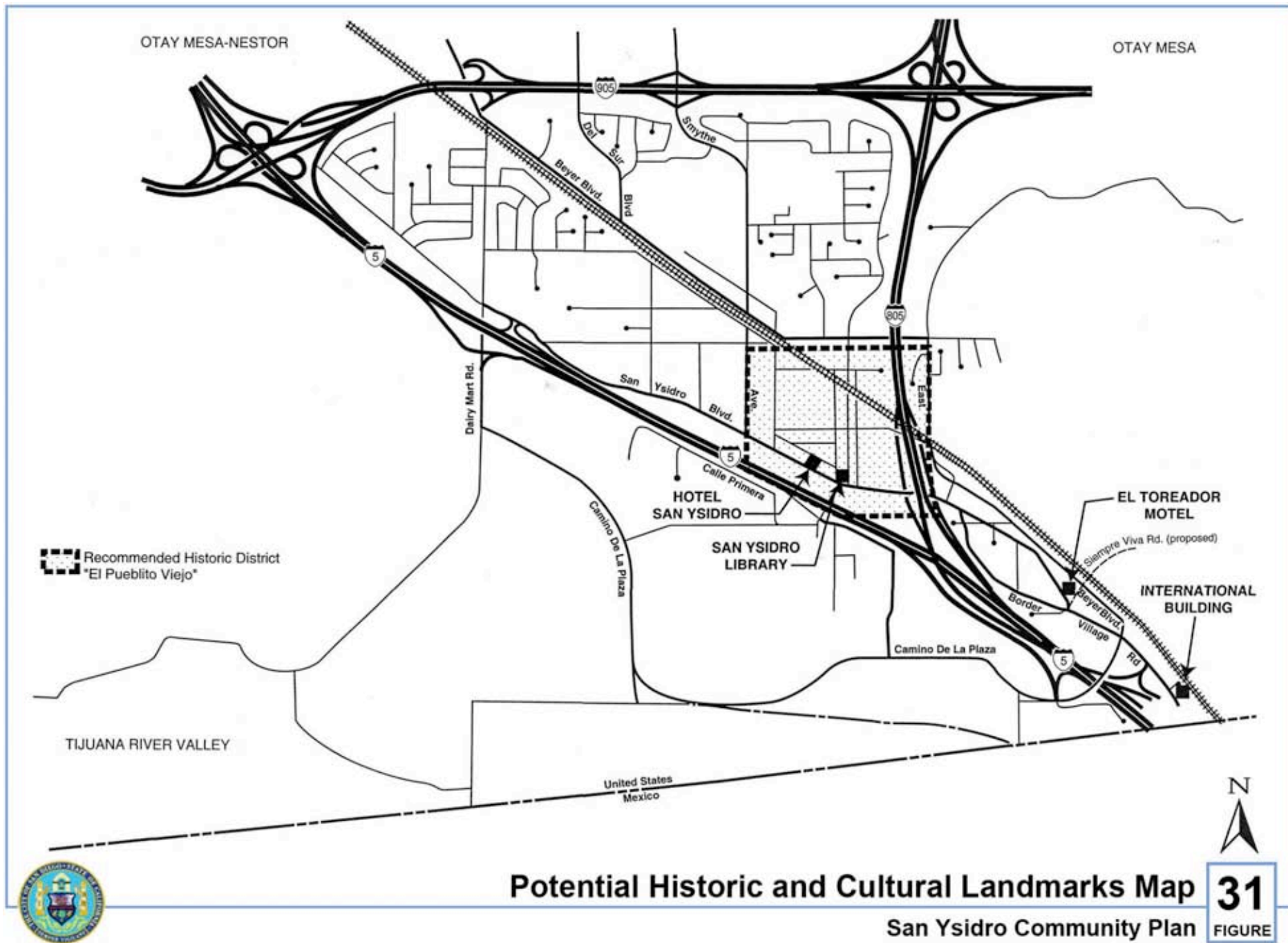
The planning area contains a few historic buildings which are culturally significant as individual structures. These are considered historic either because they exemplify the construction techniques and architectural elements of a particular period or architect or because of their relationship to historic personages and events. The El Toreador Motel and the International Building along San Ysidro Boulevard are both good examples.

There are, however, a number of structures which may not merit individual designation, but instead contribute to a grouping of buildings: a historic district. A district is composed of structures related in architectural style, age, method of construction or historical development. The residential area bounded by Beyer Boulevard to the north, both sides of San Ysidro Boulevard to the south, Smythe Avenue to the west and East Beyer Boulevard and I-805 to the east should be considered such a district. Informally named "El Pueblito Viejo," this neighborhood contains approximately 150 buildings of architectural and/or historical significance built between 1900 and 1930. The architectural styles that predominate in the district include Craftsman, Folk Victorian and Spanish Colonial Revival. Some of the buildings are remnants of "Little Landers" colony, an agrarian Utopian settlement founded in San Ysidro in 1909.



International Building

Through the years, the neighborhood has maintained its small, low-density character. Most of the houses are one-story, wood frame structures surrounded by vegetable and flower gardens.



## Potential Historic and Cultural Landmarks Map

San Ysidro Community Plan

FIGURE

The recommended district also encompasses the community commercial core along San Ysidro Boulevard which includes some of the oldest businesses in the community such as the San Ysidro Hardware Store and the Hotel San Ysidro. As mentioned in the **Commercial Element**, this area is the historic and geographic center of the community and has the greatest potential for becoming a focused center, a downtown for San Ysidro.

## **OBJECTIVES**

- Promote the establishment of historic and cultural districts where appropriate.
- Develop and implement preservation incentives and strategies.
- Preserve historic structures on-site and in their historic context whenever possible.
- Preserve paleontological resources.

## **RECOMMENDATIONS**

1. Establish a historic/cultural district in the “El Pueblito Viejo” neighborhood to preserve “El Pueblito Viejo” and to encourage the rehabilitation of existing structures.  
(See **Figure 31**.)
2. Limit the development potential of “El Pueblito Viejo” by rezoning the area from R-1500 to a zone similar to R-3000 because it is a predominantly single-family and duplex residential area.
3. Establish development guidelines for projects which would affect the significant historical sites and the historic district in San Ysidro. These guidelines will set design criteria, height and setback requirements, sign controls for new development and the rehabilitation of existing structures.
4. Evaluate projects located within or adjacent to a historic, archeological or paleontological site in terms of their impact upon and/or compatibility with the resource. Preserve such resources in a manner which would not degrade the resource or impair its educational value.
5. Provide a package of incentives for property owners to encourage the preservation of historical, archeological paleontological sites.
6. Allow adaptive reuse of historic structures as a means of preserving the built environment while stimulating economic revitalization.
7. Record those structures determined not to be worthy of preservation according to Historic American Building Survey (HABS) standards, prior to demolition.